

WHAT WE CLAIM IS:

1 A method of measuring the effectiveness of at least one of public relations and marketing effort, said method comprising the steps of

- 5 i) defining a message array comprising a record relating to at least one message which it is desired to promote and a record of reports of the message,
- ii) defining a deliverable array comprising record relating to at least one verifiable event selected from the group consisting of verifiable activities and verifiable outcomes and a record relating to an outcome
- 10 deliverable,
- iii) conducting at least one of public relations and marketing,
- iv) monitoring for the at least one message,
- v) updating the message array in response to detection of the at least one message,
- 15 vi) monitoring for an outcome deliverable, and
- vii) updating said deliverable array in response to detection of an outcome deliverable.

2 The method of claim 1 wherein said record of reports of the

20 message further comprise a record of a date of publication of the message.

3 The method of claim 1 wherein a target audience array is
associated with the message array, the target audience array correlating
each of a plurality of messages with target audiences.

4 The method of claim 1 wherein the record of the outcome
5 deliverable includes a record of the date of the outcome deliverable.

5 The method of claim 1 wherein at least one metric array is
provided said metric array providing an at least semi-quantitative measure
of records of reports of the message.

6 The method of claim 5 wherein a metric array comprises a measure
10 of the length of the report of the message.

7 The method of claim 5 wherein a metric array comprises a measure
of the source of the reported message.

8 The method of claim 5 wherein a metric array comprises a measure
of the tone of the reported message.

15 9 A system for measuring the effectiveness of at least one of public
relations and marketing effort, said system comprising

i) a message array comprising a record relating to at least one
message which it is desired to promote and a record of reports of the
message,

20 ii) a deliverable array comprising record relating to at least one
verifiable event selected from the group consisting of verifiable activities
and verifiable outcomes and a record relating to an outcome deliverable,

- iii) a first monitor monitoring for the at least one message resulting from public relations or marketing,
- iv) a first updater updating the message array in response to detection of the at least one message,
- 5 v) a second monitor monitoring for an outcome deliverable, and
- vi) a second updater updating said deliverable array in response to detection of an outcome deliverable.

10 The system of claim 9 wherein said record of reports of the
10 message further comprise a record of a date of publication of the
message.

11 The system of claim 9 wherein a target audience array is associated
with the message array, the target audience array correlating each of a
plurality of messages with target audiences.

15 12 The system of claim 9 wherein the record of the outcome
deliverable includes a record of the date of the outcome deliverable.

13 The system of claim 9 wherein at least one metric array is provided
said metric array providing an at least semi-quantitative measure of
records of reports of the message.

20 14 The system of claim 13 wherein a metric array comprises a
measure of the length of the report of the message.

15 The system of claim 13 wherein a metric array comprises a measure of the source of the reported message.

16 The system of claim 13 wherein a metric array comprises a measure of the tone of the reported message.

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